

**CITY OF ASHEVILLE, NORTH CAROLINA
CLASS SPECIFICATION**

**MARKETING COMMUNICATIONS COORDINATOR
GENERAL ADMINISTRATION DEPARTMENT**

GENERAL STATEMENT OF DUTIES

Performs professional and administrative duties in marketing, communicating, educating and performing outreach services for and about the City's stormwater utility program. Employee reports to the Public Information Coordinator.

DISTINGUISHING FEATURES OF THE CLASS

An employee in this class is responsible for performing a variety of professional-level marketing, communications, education and outreach services related to the City's storm water utility program. Work involves implementing duties outlined in the stormwater marketing plan including the selection and preparation of collateral materials, implementing an education program in public schools, managing advertising needs, and coordinating public outreach initiatives. Employee is also responsible for organizing public meetings, seminars and workshops; coordinating volunteer events and stenciling programs; scheduling appointments for presentations; developing/managing website content. Work requires employee to keep numerous contacts with local media outlets, neighborhood and interest groups, business associations and non-profit agencies. Employee must exercise considerable tact and courtesy in frequent contact with a variety of public and private contacts and the general public. Work is performed with considerable independence under the limited supervision of the Public Information Coordinator and is evaluated through conferences, the overall adequacy of the programs developed and the quality of work.

ILLUSTRATIVE EXAMPLES OF WORK

ESSENTIAL JOB FUNCTIONS

Plans and implements public awareness, marketing and education campaigns for the stormwater program.

Writes, edits, produces direct mail campaigns, designs publications, plans and management events, facilitates seminars, meetings and educational workshops.

Selects and prepares collateral materials such as newsletters, brochures, fact sheets, public service announcements, Power Point presentations and press releases.

Develops effective working relationships with media outlets, community groups, neighborhood organizations, non-profits and businesses to spread stormwater outreach throughout the community; implements specific programs defined in the marketing plan to formalize these relationships.

Organizes and manages volunteer programs to promote water quality and pollution awareness.

MARKETING COMMUNICATIONS COORDINATOR

Reviews work to ensure compliance with standards and guidelines for use of logo, standardization of colors and consistency of style in promotional materials; utilizes guidelines to create visually effective print and website collateral materials.

Researches stormwater initiatives across the country to develop an understanding of technical and environmental issues as well as best practices and benchmarks for outreach techniques.

Maintains a portfolio and additional records of all public outreach and education efforts.

Works with staff and volunteers to educate and train those who are working with the stormwater utility program.

Reports expenses incurred; prepares, maintains and submits various reports and records as required.

ADDITIONAL JOB FUNCTIONS

Performs other related work as required.

KNOWLEDGE, SKILLS AND ABILITIES

Considerable knowledge of the principles, procedures, methods, concepts and techniques of public relations, marketing and/or communication.

Considerable knowledge of the methods and practices of effective verbal and written communication skills.

Considerable knowledge of media and community relations, audiovisual communications and issues management.

Considerable knowledge of the English language, including proper grammar, spelling and punctuation.

Working knowledge of computer software applications used in modern business practice.

Ability to effectively write reports, routine business correspondence, press releases, brochures, advertising material, newsletters and articles on a wide variety of subjects.

Ability to orally communicate effectively and to demonstrate strong communication skills in effectively presenting information and responding to questions from supervisors, customers and the general public.

Ability to maintain and keep records.

Ability to read, analyze and interpret professional documents, technical information and/or governmental regulations.

Ability to manage multiple tasks and meet deadlines.

Ability to make creative presentations which effectively represent and promote the stormwater utility program.

Ability to exercise tact, patience, diplomacy and courtesy in frequent contact with staff, vendors, contractors, professionals and public officials at various levels of authority and influence, and the general public.

Ability to carry-out day-to-day activities within established guidelines and procedures.

MARKETING COMMUNICATIONS COORDINATOR

Ability to develop and maintain relationships with City staff, the media, public schools, neighborhood and interest groups, business associations, non-profit agencies and the general public.

MINIMUM EXPERIENCE AND TRAINING

Bachelor's degree in marketing, public relations, communications or a related field, and 1 to 3 years of progressively responsible experience in marketing campaigns, promotions and outreach; and/or any equivalent combination of training and experience required to perform the essential position functions.

COMPETENCIES

Technical Competency: Ability to use the tools and concepts of the specialty area in which the employee works. Includes using appropriate processes, procedures, resources, and work or professional standards.

Interpersonal Competency: Ability to work with people, develop and maintain good work relationships, communicate, manage conflict, and perform as an effective team member.

Intellectual Competency: Ability to think, learn and process information. Ability to solve problems and gather information. Includes having math and reading skills appropriate to job level.

Customer Service: Ability to identify customers, determine the valid needs of a situation, and provide service or service recovery in a manner that satisfies the customer.

Organizational and Community Sensitivity: Ability to take the larger perspective into account, recognize organizational and community priorities and balance actions appropriately.

Salary Grade 16
Exempt
August, 2005